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UNIVERSITI SAINS MALAYSIA

First Semester Examination  
Academic Session 2010/2011

November 2010

**YBP 221E – Planning and Evaluation of Communication Campaign**  
*Perancangan dan Penilaian Kempen Komunikasi*

Duration: 2 hours  
*Masa: 2 jam*

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This examination paper consists of **THREE (3)** pages of printed materials.  
*Kertas peperiksaan ini mengandungi **TIGA (3)** muka surat bercetak.*

You may answer questions either in Bahasa Malaysia or in English.  
*Anda dibenarkan menjawab soalan sama ada dalam Bahasa Malaysia atau Bahasa Inggeris.*

Answer **TWO (2)** questions.  
*Jawab **DUA (2)** soalan.*

Each question carries 100 marks.  
*Setiap soalan bernilai 100 markah.*

In the event of any discrepancies, the English version shall be used.  
*Sekiranya terdapat sebarang percanggahan pada soalan peperiksaan, versi Bahasa Inggeris hendaklah diguna pakai.*

1. Based on the readings by Ronny Adhikarya (1994), Michael Pfau and Roxanne Parrot (1993), Rogers E.M. and J.D. Storey (1987) and others that you have read for this course, explain why communication campaigns can fail.

*Berasaskan kepada bacaan oleh Ronny Adhikarya (1994), Michael Pfau and Roxanne Parrot (1993), Rogers. E.M. and J.D. Storey (1987) dan lain-lain yang anda telah baca untuk kursus ini, terangkan mengapa kempen komunikasi boleh gagal.*

2. According to Salmon (1989:20), communication campaigns (or what he labelled a “social marketing”) which are often conducted under the guise of “public interest” should be examined more closely, especially on the underlying assumptions of the campaigners as well as the values they are implicitly and explicitly promoting”. He further said that many social marketing efforts “employ mechanisms of social control.”

Is communication campaign a mechanism of social control? By referring to the communication campaign project which you have chosen for the class, do you consider your project as an effort for “public interest” or “a mechanism of social control?” Discuss.

*Menurut Salmon (1989:20), kempen komunikasi (atau apa yang beliau gelar sebagai “pemasaran sosial”) yang sering dilaksanakan di atas nama “kepentingan awam” perlu diteliti dengan lebih rapi, khususnya dari segi andaian dan muslihat perancang kempen serta nilai yang dipromosikan secara tersirat dan tersurat. Beliau seterusnya mengata bahawa kebanyakan pemasaran sosial adalah satu mekanisma kawalan sosial.”*

*Adakah kempen komunikasi satu mekanisma kawalan sosial? Dengan merujuk kepada projek kempen komunikasi yang anda telah pilih untuk kursus ini, adakah projek anda ini satu usaha untuk kepentingan awam atau satu mekanisma kawalan sosial? Bincangkan.*

3. Compare the strengths and weaknesses of focus group interview (FGI) and survey method. Discuss the following concepts used to describe the focus group interview:

- a) Focus group as a contextual method
- b) Focus group is non-hierarchical
- c) Focus group as a tool for consciousness-raising

*Bandingkan kekuatan dan kelemahan kaedah temuduga kumpulan berfokus (FGI) dengan kaedah tinjauan. Huraikan konsep-konsep yang berikut:*

- a) Kumpulan berfokus sebagai kaedah berkonteks*
- b) Kumpulan berfokus adalah tanpa hierarki*
- c) Kumpulan berfokus sebagai alat peningkatan kesedaran.*